

PLAIN TALKS

FEBRUARY, 1977



The Monopoly Misconception

Are utility companies monopolies? That depends on your definition. "Exclusive ownership" doesn't quite describe a group of companies in which hundreds of thousands of investors—institutions as well as the proverbial widows and orphans—hold shares. "Non-competitive" isn't exactly accurate, either. Because utilities do sometimes vie with fuel suppliers. And there's plenty of competition in the money markets. Investor-owned utility companies have to keep their efficiency and management up to snuff in order to attract the new capital they need.

Would bills be lower if customers could choose among several electric companies? Hardly. John Stuart Mill worked it all out way back in 1847 when he saw what was happening in his own home town: "How great an economy would be obtained if London were supplied by a single gas or water company instead of the existing plurality. Two . . . implies double establishments. Were there only one, it could make lower charges consistently with obtaining the rate of profit now realized."

The same logic applies today. Suppose we had three power companies instead of one serving a single town. We'd have to have three networks of transmission lines, three sets of transformers, and so on right down the line. (Triple the environmental problems to be solved, too.) All that equipment would add up to much more than the cost of a single installation. And that means that a customer who was able to shop around for electricity would end up paying, not a little less but, a whole lot more.

Does it follow that an electric utility company can charge whatever it likes for its services? No way. Strict regulation comes with the territory. Officials who are elected or appointed to protect the public interest keep close watch to make sure that prices are fair and supplies are adequate. They also monitor such things as safety and air and water quality. No other industry is so closely scrutinized in every phase of its operation in order to make sure that its customers get the most for their money.

PLAIN TALKS

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INSIDE COVER

Editorial comment

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Thanks to the efforts of a small state film commission, more and more superstars are earning a living in Louisiana.

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Saga of a nervous coon
New consumer program launched

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How well do you know the relationship of electricity to energy?

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SPECIAL CHRISTMAS SECTION

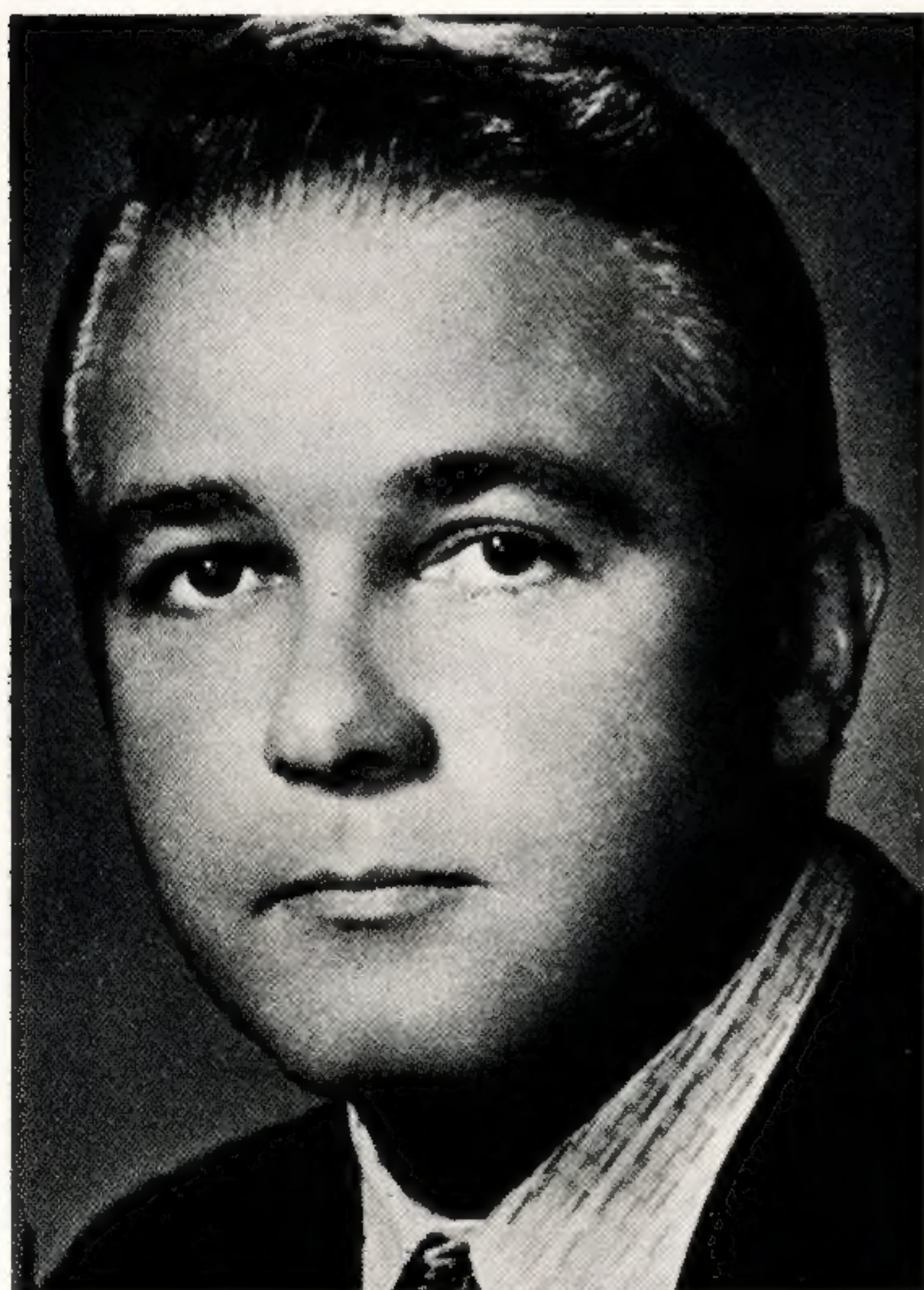
Employees and their children enjoy themselves with Santa at parties throughout the system.

THE COVER:

Once magnificent, the Cottage Plantation on the old River Road now is only a memory. But once it hosted Hollywood elite such as Gable and DeCarlo in a movie making project still remembered . . . See page 2

Hooray For Hollywood

And The Louisiana Film Commission



Gov. Edwin Edwards
... The force behind the Commission

Clark Gable, Charlton Heston, John Wayne, William Holden, Paul Newman, Clint Eastwood, Steve McQueen, George Peppard, Orson Wells, Edward Asner, Charles Bronson and many more all have something in common in addition to being top figures in the entertainment world that is Hollywood. All of them have starred in motion pictures filmed in Louisiana, and thanks to a governor who is a fan of that industry, and an aggressive state commission to do the work, Hollywood has become a fan of Louisiana.

Hollywood and the Louisiana Film Commission are an example of the perfect marriage. The film makers, with their critical budgets and tight shooting schedules, need decisions and cooperation with a minimum of delay when filming on location. The Film Commission gives them both. The result is a growing reputation that Louisiana is the place to go.

"The reason for our success," says Phil Oakley, director of the Commission, "is Governor Edwin Edwards. He has put his office directly behind the Commission's efforts and cut the bureaucratic process most commissions must contend with, down to practically nothing." Oakley said it was not uncommon for the Governor himself to get on the phone to personally handle a problem the film makers or the Commission might have.

Oakley, named director of the Commission only last year, proudly points out that Louisiana was the site of six major motion pictures in 1976, and that 1977 may prove to be a banner year with 12 projects currently being negotiated. "Business is looking up," said Oakley with a smile.

The majority of the films done in Louisiana over the years have been shot in the southern part of the state in parts of the Gulf States service area and in the New Orleans area. Though complete records do not exist, it is known that at least 81 major Hollywood films have been produced in the state since 1929 when *Evangeline* was filmed, starring Delores Del Rio. Miss Del Rio was so impressed with the people and the area, that she personally was responsible for the statue of Evangeline that now rests in the old graveyard at the Catholic Church in St. Martinville.

Baton Rouge and St. Francisville have had their share of film makers and stars. Only recently Edward Asner (of Mary Tyler Moore Show fame) completed a television motion picture where he starred as Huey Long. This movie, entitled *Huey Long, The Late Great Populist*, will soon be aired by NBC. Other TV productions filmed in or near St. Francisville included the *Diary of Miss Jane Pittman*, which won numerous TV awards. Lafayette was also the site this past year of a movie entitled *Casey's Shadow*, with Walter Matthau and Alexis Smith.

Being director of the Louisiana Film Commission is not as "glamorous" as one might think. Oakley spends a considerable amount of time flying, driving and walking over the state. "Selling the state is just half the battle," said Oakley. Once Hollywood commits itself to do location work in Louisiana Oakley's job really begins.

"How does this commitment take place, what starts it all?"

"We are initially contacted by the producer who tells us he wants to do a movie in the state," said Oakley. "He sends us a script of the story and details of what he is looking for. We take the script, read it, then travel the state looking for just the right locations we feel would best suit his needs. We take pictures of various locations and send them back to Hollywood. The producer then decides, based on our groundwork, whether the locations are acceptable. If they are, then Hollywood comes to us."

HOMEWORK PAYS OFF

The State of Louisiana, assisted by private individuals, has done a tremendous amount of homework to help the film makers accomplish their job. Casting files filled with names of people available to play needed parts, listings of companies with technical services geared to support such film making activities, available sites of plantation homes, hotels, camera labs and virtually anything else a production crew might need are compiled in a brochure for easy reference and use by the producer. "It's this backing and cooperation that have given us a reputation in Hollywood, New York and elsewhere that we can get things done," said Oakley. "And this reputation is paying off."

Once the producer actually gets to Louisiana to scout locations, another facet of the Commission comes to light. The Commission is also in existence to help the local people survive Hollywood. "We've never had any real problem with movie companies coming in and destroying anything. The reputable film makers are very careful about this. They know they need the cooperation of the people. But we also watch out that the local people don't take advantage of Hollywood either," Oakley said.

MAIN SELLING POINT

Oakley explained that most property owners don't mind the movie makers. "They enjoy seeing a film made. In a lot of instances the property owner may even have a part as an extra and this usually is THE selling point as far as land use is concerned. We've used a lot of law enforcement personnel in various pictures," Oakley continued, "but sometimes this can backfire."

Phil Oakley



Oakley was referring to a time when a local sheriff was used in a speaking role. After the film crew left and the movie was ready for release, the Sheriff invited all his friends to watch the movie with him. They did. But they didn't see the sheriff. He had become a victim of the cutting and editing room back in Hollywood.

Perhaps the greatest publicity received by a Hollywood group came in 1957 when the "King" himself, Clark Gable, accompanied by beautiful Yvonne De Carlo, arrived in Baton Rouge to begin filming **Band of Angels**.

Band of Angels was a big budget production as befitted Gable and De Carlo. Location work was scheduled for the Cottage Plantation, Belle Helene and Lake Verret. The two week job took two months due to Louisiana weather. The Bellemont Hotel was chaos as hundreds of fans gathered every day to try and catch a glimpse of the stars.

It was also about this same time that Paul Newman roamed the streets of Clinton incognito during 1957 to study the speech and mannerisms of the area in pre-

paration for the filming of **The Long Hot Summer**. He was finally discovered by a young movie fan who recognized him at a local high school football game.

Louisiana has had a long and colorful history, some even call it a love affair, with Hollywood. The history of the Film Commission itself, however, has been relatively short. Governor Edwards signed the executive order creating the commission in 1973. Since that time the Commission has been gathering steam.

Oakley is extremely optimistic about 1977. "According to even our conservative estimates," he said, "1977 will have to be far and away the best year for the film business in the State's history."

He could be right. Negotiations are currently underway for what could be the biggest motion picture event since *Gone With The Wind*. Warner Brothers is scheduling production of the T. Harry Williams' masterpiece and Pulitzer Prize winning novel, **HUEY**. It is a story of Huey P. Long, and Jack Nicholson is expected to play the lead.

Like Hollywood always said, "Movies are better than ever."

MOTION PICTURES FILMED IN LOUISIANA

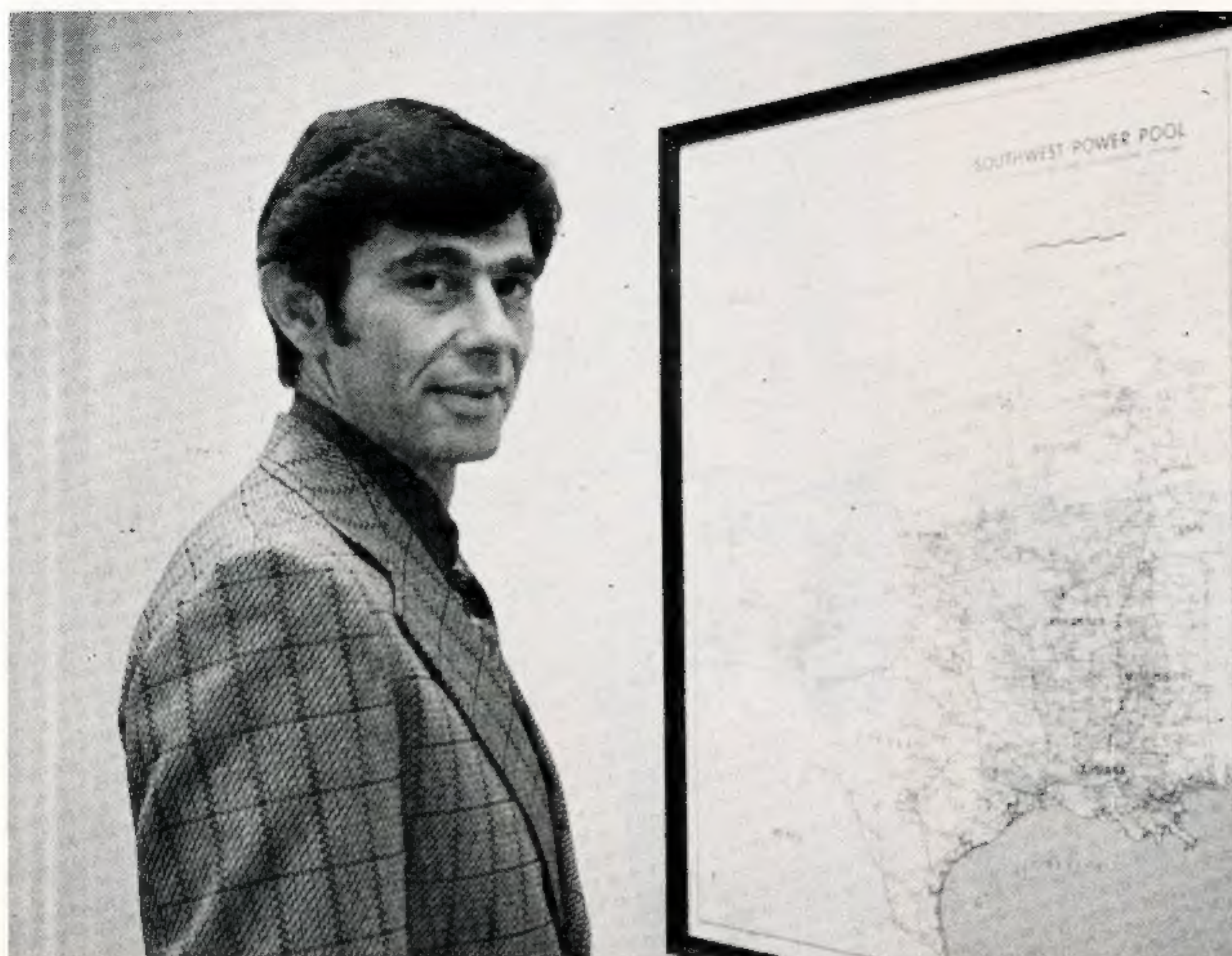
1929 - Evangeline	1964 - Bayous of Louisiana	1972 - Moon of the Wolf
1938 - Buccaneer	The American Wife	Sounder
Jezebel	Hush, Hush, Sweet Charlotte	Live & Let Die
1941 - Flame of New Orleans	1965 - Alvarez Kelly	Nightmare Honeymoon
1945 - Enchanted Voyage	Nevada Smith	Fear is the Key
1946 - New Orleans	Cincinnati Kid	1973 - Bob Hope - Mardi Gras
1947 - Louisiana Boy	1966 - Hotel	My Name is Nobody
1950 - Panic in the Streets	Hurry Sundown	Gator Bait
Streetcar Named Desire	Lassie	Autobiography of Miss Jane Pittman
1952 - Thunder Bay	1967 - The Pill	1974 - Been Down So Long
1956 - Durango	This Property is Condemned	Mandingo
Band of Angels	1968 - The Slaves	Hard Times
Damn Citizen	Number One	The Drowning Pool
1957 - Bayou	Night of Bloody Horror	Obsession
Long Hot Summer	1969 - Easy Rider	1975 - Part II Sounder
Big Fat Black Pussycat	WUSA	Dead Man on the Run
1958 - Buccaneer	Goodbye Uncle Tom	Deadly Tower
King Creole	Last of the Mobile Hotshots	Drum
Wake of the Drunken Sailor	Undefeated	Going Home
Horse Soldiers	The Family	Let's Do It Again
Mardi Gras	1970 - The Beguiled	Creature from Black Lake
Louisiana Hussey	Quatroon	1976 - J. D.'s Revenge
1959 - The Sound and the Fury	1971 - Keep Off the Grass	French Quarter
1960 - Poor White Trash	Five Easy Pieces	Casey's Shadow
Desire in the Dust	Wife's Habit	Huey Long - The Late, Great Populist
1961 - Walk on the Wild Side	Dirty Dan	The Savage Bees
1963 - Toys in the Attic		A Closer Walk

PAUL NEWMAN
"The Drowning Pool"
1974



EDWARD ASNER
"Huey Long - Late Great Populist"
1976





Executive Assistant Is Named

Larry L. Humphreys, former deputy managing director of the Washington Public Power Supply System in Richland, Wash., has joined Gulf States as executive assistant, reporting to Norman R. Lee, president.

Humphreys is a 1958 graduate of Linfield College and received his master's degree in physical chemistry from Oregon State University in 1960. He is married to the former Mavis Simmons of Portland, Ore., and the couple has five children, twin boys Mike and Rick, Denise, Mark and John.

From 1960 to 1965, he was employed as a chemist by the General Electric Company at Richland, Washington. During this period he performed research in the separation of uranium from thorium and successfully isolated the first isotopically pure uranium-233. His research included preparation of thorium elements; development of procedures for sampling, identification, and isolation of bed-load material from the Columbia River—including the ecological impact of radioactive releases.

From 1965 to 1966 he was with Battelle-Northwest in Richland as a research scientist, performing research on chemical reprocessing of nuclear fuel and separation of fission products from irradiated nuclear fuel.

For the next two years he was with Douglas United Nuclear, Inc. (contractor to the Atomic Energy Commission for the operation of nuclear reactors at Hanford), where he was responsible for the operation and maintenance of plutonium producing reactors and for assuring the plants operated in compliance with AEC safety requirements.

Humphreys joined the Supply System in 1968 and was initially responsible for licensing, nuclear fuel management and advance technical planning for the 1100-megawatt WPPSS Nuclear Project No. 2, and the 860-megawatt

(CONTINUED ON PAGE 7)

To Finance Construction Bond Issue Sold

Gulf States Utilities Company sold \$60 million of first mortgage bonds, 8-3/8 per cent series due in the year 2007, and 500,000 shares of \$8.52 dividend preferred stock, \$100 par value, according to Floyd Smith, chairman of the board of directors.

The security issues were sold at competitive bidding in New York City and the sales were approved by the company's board of directors in session at the firm's Beaumont headquarters, Jan. 12.

Four groups representing hundreds of investment banking houses submitted sealed written bids for the \$60 million of bonds, which issue was awarded to Blyth Eastman & Co. Incorporated; The First Boston Corporation; and Salomon Brothers, underwriters of New York City, that headed one of the groups.

Two groups submitted bids for the preferred stock. The \$50 million preferred stock offering was awarded to Kidder, Peabody & Co. Incorporated; The First Boston Corporation; Drexel Burnham & Co. Incorporated; Loeb, Rhoades & Co.; Paine, Webber, Jack-

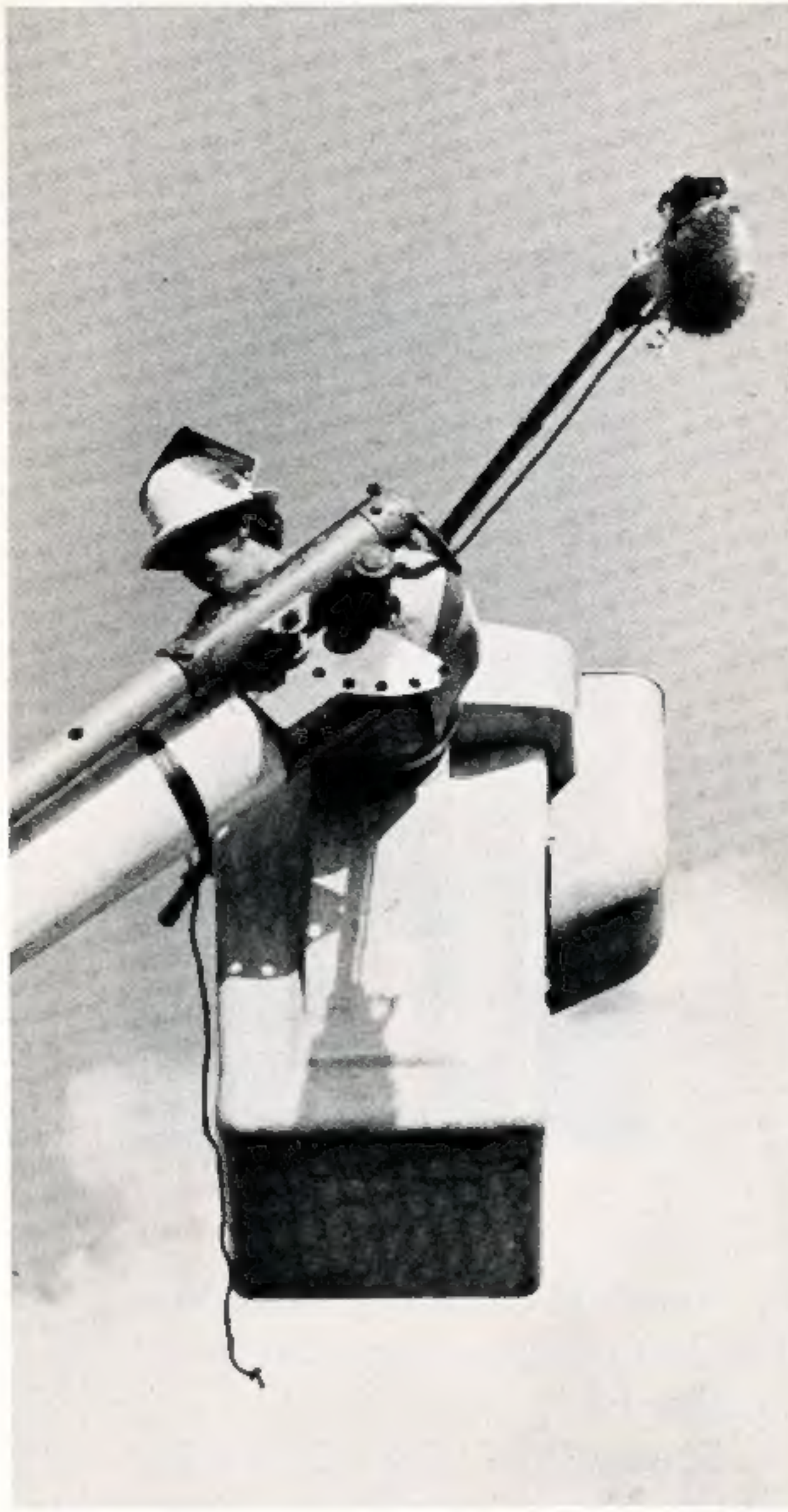
son & Curtis Incorporated; Weirthem & Co., Inc.; White, Weld & Co. Incorporated; Dean Witter & Co. Incorporated; and Spencer Trask & Co. Incorporated, underwriters of New York City, that headed one of the groups.

Smith said that, subject to clearance with the Securities and Exchange Commission and approval by the Federal Power Commission, the new bonds will be offered to the public at 100.824 per cent to yield 8.30 per cent. The new preferred stock will be offered to the public at \$101.428 to yield 8.40 per cent. Delivery of the bonds and the preferred stock took place January 20, in New York City.

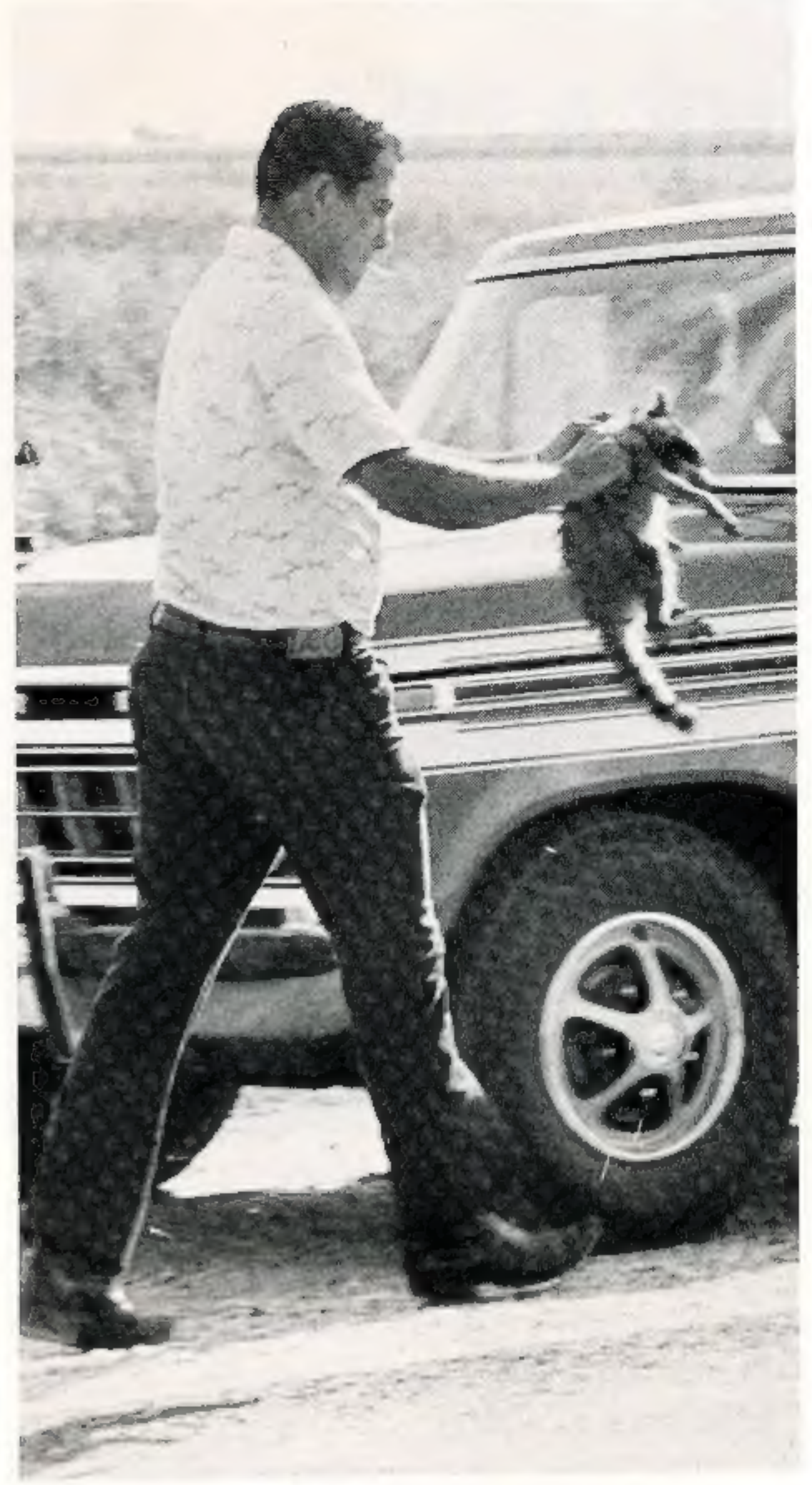
The sales marked the first step in financing the planned \$304 million 1977 construction program to meet its customers' needs for electric energy. Proceeds from the new bonds and preferred stock will be used to pay off approximately \$100 million of outstanding short-term bank notes and commercial paper which had been used as interim financing to provide a portion of the funds for expansion purposes.



JUST ANOTHER DAY—It was a typical morning for the GSU line crew this past summer. They were on their way to Sabine Pass for a job when they noticed something not quite right about the top of one of our utility poles. "We saw this coon perched up there," said Danny Mallet. As it turned out the coon had been "treed" by a marsh fire in the area. And once up there, he wasn't about to come down. So it was up to somebody to go up. That was Danny



Mallet. As they prepared to free the coon, some Sabine Pass teachers arrived with a camera in hand. They had spotted the coon earlier and went back home for the camera. Coach Larry Gaudet, Charles Berny, David Villot, and Florine Welch now watched the rescue effort. These pictures were taken by Villot during the operation. "He (the coon) was just scared," said Mallet. "We rigged up a



snare with a noose, and then I went up in the bucket and slipped the noose around his head. I had the noose tight enough to pull him loose, but not tight enough to hurt him." Back on the ground the coon, still frightened, resisted efforts to be put into a sack, and then totally destroyed a styrofoam chest he was put into. When last seen the coon was being carried off by Berny with plans to give it to his son as a pet.

(CONTINUED FROM PAGE 6)

nuclear steam electric Hanford Generating Project.

As deputy managing director, he was responsible for the administration of the Supply System and the coordination of the efforts of the staff in successfully completing projects undertaken by the Supply System.

Humphreys is a licensed Professional Engineer in Washington State, is a member of the American Nuclear Society, and an associated member of Sigma Xi. In addition, he was a member of the Board of Directors of the Lower Columbia Basin YMCA, a Trustee of the Richland Baptist Church, and a committee member of the Boy Scouts of America.

NEW PROGRAM

Do It Yourself And Save

A marketing program, co-sponsored by the Company and the Texas A&M County Extension Service, designed to help home owners manage their utilities more efficiently, was launched recently in Beaumont and Port Arthur.

Entitled "Do It Yourself & Save . . . a short course in managing utility bills," the two hour program was given twice daily in each of the two cities. Experts in various fields were called in to explain how the general public, parti-

cularly the fixed income group, could do things in the home themselves to live more efficiently, without sacrificing comfort.

Subjects covered in the sessions included insulation, weather stripping of doors and windows, solar screens, caulking, ductwork and a knowledge of high energy efficient equipment.

It is possible this program may be expanded into other divisions if the response warrants.

DEATHS



Price Bradshaw

Price Bradshaw, retired production test supervisor in Beaumont, died December 27, in St. Elizabeth Hospital.

Bradshaw, who worked 42 years for the Company, retired in 1972. He began his career in 1930 as an assistant test engineer. He was later promoted to chemist. He served as test engineer and was promoted to test supervisor in 1967.

Bradshaw was a graduate of Texas A&M University with a B.S. in chemistry, and was a member of the A&M Club.

He is survived by his wife, Tillie, and two children, Mrs. Francis Ann Barkley of Houston and Price, Jr.



J. B. Guillory

Joseph B. Guillory, retired Nelson Station electrician, died December 18.

Employed in 1948 as a laborer, he was transferred to Nelson Station in 1959 and promoted to mechanic helper in 1972. In 1974 he was promoted to electrician second class.

A native of St. Landry Parish, Guillory served with the U.S. Army during World War II.

He is survived by his wife, Marie Armelda Jean of Lawtell, La., four children, Glenda, Emmanuel, David and Lydia Ann, and three grandchildren.

Ralph N. Rouse, retired general substation foreman in Beaumont, died on Christmas Day at Schlesinger's Geriatric Center in Beaumont.

Rouse, a 44-year veteran of the Company, retired in 1959. The Jonesboro, Ark. native began his career in the electric utility business in 1915 with Houston Lighting and Power Company. In 1923 he joined Western Public Service Company in Navasota (a predecessor of GSU). He was transferred to Port Arthur as an electrician in the T&D Department in 1925, and came to Beaumont the following year.

Survivors include his wife, Anita, and two sons, Hansford (Tax Services-Beaumont), and Ralph, Jr. of Middletown, N.J.

Fuel Hike Blasted

Commenting on the recent OPEC Oil-Price increase, Atomic Industrial Forum President, Carl Walske, issued the following statement to the press:

The two-tier price increase announced by the OPEC ministers illustrates that the pressure on oil prices is still inexorably upward. The increase will aggravate our balance of payments problems, raise costs of gasoline and fuel oil, hamper efforts to reduce unemployment and heighten social and political tensions.

THRIFT PLAN

Purchases of Gulf States Utilities Company stock made by the Trustee during December, 1976 covering employee deductions and Company contributions through November, 1976 were as follows:

COMMON STOCK

Nbr. Shares	Date Purchased	Price Per Share	Total Cost
1,557	12/13/76	15	\$23,355.00
4,700	12/13/76	15	71,111.00
35	12/13/76	15 1/8	533.93

Total: 6,292 shares bought at an average cost per share of \$15.099

PREFERRED STOCK

20	12/13/76	55 1/4	\$ 1,128.00
9	12/13/76	55 1/2	509.85

Total: 29 shares bought at an average cost per share of \$56.478

The Trustee deposited \$94,923.37 with the Savings Department of the First Security National Bank.

PEOPLE ON THE MOVE

Four promotions have been announced within the Administrative Services Department.

Thomas E. Eveland has been promoted to Fuels Coordinator, Jack E. Follmer is promoted to Coordinator-Material Control, Frank O. Groves is promoted to Coordinator-Purchasing and Benjamin Reiser is promoted to Coordinator-Construction Services.

Eveland, an employee since 1975, is a native of Champaign, Ill. He is a 1971 graduate of Lamar University with a bachelor of science degree in geology, and received his master's degree in 1975 from Lamar.

Eveland is married to the former Sheila Simmons of Silsbee, Tx. He is a member of the American Association of Petroleum Geologists and Phi Kappa Phi Honor Fraternity.

Follmer is a 28 year veteran of the Company, employed in 1949 as an engineering helper in System Engineering. He has had assignments in drafting, engineering and as section head. He was promoted to material services assistant in 1973.

A graduate of Lamar Junior College, Follmer is married to the former Geraldine Breen, and the couple has four children, Jack, Jr. of New York City, Patrick, Lea Anne and Mark.

Follmer is secretary of the Sabine Neches Association of Purchasing Managers, and chairman of the District Leadership Development program of the Boy Scouts and a member of the Wood Badge Training Staff.

Groves, a native of Newgulf, Tex., has been an employee of the Company for 20 years. He was promoted to purchasing agent in 1972, and in 1976 was promoted to senior purchasing agent.

He is a 1961 graduate of Sam Houston State University with a bachelors degree in business administration. He is married to the former Carol Tassin of Alexandria, La., and the couple has two daughters, Ruth Marie and Regina Lynn.

Groves is a member of the Sabine Neches Association of Purchasing Management and a Certified Purchasing Manager (CPM). He is president of the Lumberton Municipal Utility District.

Reiser, employed in 1963 as an engineer, has held assignments in the Gas Department in Baton Rouge, Nelson Station in Lake Charles and in System Production in Beaumont. He was named engineer in Technical Services in 1976.

Reiser is a 1963 graduate of the University of Southwestern Louisiana with a bachelor of science degree in mechanical engineering. He received his master's degree at Louisiana State University in 1970.

He is married to the former Rieta Howard of Lindale, Tex., and the couple has two children, Susan Diane and Linda Jeanette. Reiser is a registered professional engineer in Louisiana, a member of the American Society of Mechanical Engineers, Louisiana Engineering Society, Beaumont Art Museum, Lamar University Friends of the Arts and has served on the board of the Beaumont Civic Ballet.

Bill D. Horelica, former systems analyst, has been promoted to senior systems analyst in EDP Implementation Services.

A native of Wharton, Tx., Horelica is a 1965 graduate of Lamar University with a bachelor's degree in business management, and is a veteran of the U. S. Army.

Horelica is married to the former Patricia Ann Raiford of Beaumont, and the couple has two children, Steven Douglas and Melissa Lynn.

Martin C. Hebert, lineman first class in Baton Rouge T&D, has been promoted utility foreman.

A native of Bayou Gouly, La., Hebert has been an employee since 1956 when hired as a helper in T&D line. He has progressed through various classifications in the Line and Service Departments.

Hebert is a Korean War veteran having served with the U. S. Air Force from 1951 to 1955. He is married to the former Mary Ann Boudreaux of White Castle, La., and the couple has four daughters, Sherry Lynn, Patti Sue, Lisa Ann and Sharon Kay.

Michael C. Wilson and Harrell G. Wise have received promotions within the Tax Services Department. Wilson, former senior internal auditor, has been promoted to Coordinator-Tax Compliance, while Wise has been promoted to Senior Tax Accountant.

Wilson, an 11 year employee, is a 1966 graduate of Lamar University with a degree in accounting. He has held assignments in Internal Audits, the Budget Department, Accounting Operations, Financial Services and was promoted to senior internal auditor in 1973.

The Beaumont native is married to the former Lynda Durr of Winnie, Tx., and the couple has two children,

PEOPLE ON THE MOVE

Michael, Jr., and William.

Wilson currently serves as president of the Live Wires Club.

Wise was employed in 1974 as an administrative accountant in the Tax Services Department. He is a 1974 graduate of Lamar University with a BBA in Accounting.

He is a member of Phi Kappa Phi Honor Society.

Joseph D. Dobbs, former supervisor of general accounting, is named supervisor of subsidiary accounting and will continue to function as controller of Varibus Corp.

Dobbs, an employee since 1966, is a 1963 graduate of Sam Houston State University with a bachelor of business administration-accounting. He is a two year veteran of the U.S. Army.

A native of Anahuac, Tx., Dobbs is married to the former Linda Herrod of Anahuac.

Dobbs was employed as a junior accountant following his Army tour of duty, and has held assignments in the Budget Department before being promoted to supervisor of general accounting in 1971.

Dobbs was the highest ranking male in his 1963 class, and is a member of the National Honor Society.

James F. Hudson, former staff assistant in Quality Assurance Department, has been transferred to Records Management and promoted to Supervisor-Nuclear Records.

Hudson, a native of Baton Rouge, has been an employee of the Company since 1973. He is a 1973 graduate of Louisiana State University with a bachelor of science degree in Industrial Technology (Nuclear).

The four year veteran of the Air Force is married to the former Kay Walker of Abilene, Tx.

William A. Cropper, former senior financial analyst, has been promoted to Supervisor-Long Term Finance within the Financial Services Department in Beaumont.

Cropper, a native of Beaumont and a 1961 graduate of Texas A&M University with a degree in business administration, is an eight year veteran of the Company. He received his masters degree in business from Lamar University in 1972.

Originally employed as an assistant purchasing agent, Cropper has had assignments in System Marketing and moved to financial analyst in 1973. He was promoted to senior financial analyst in 1976.

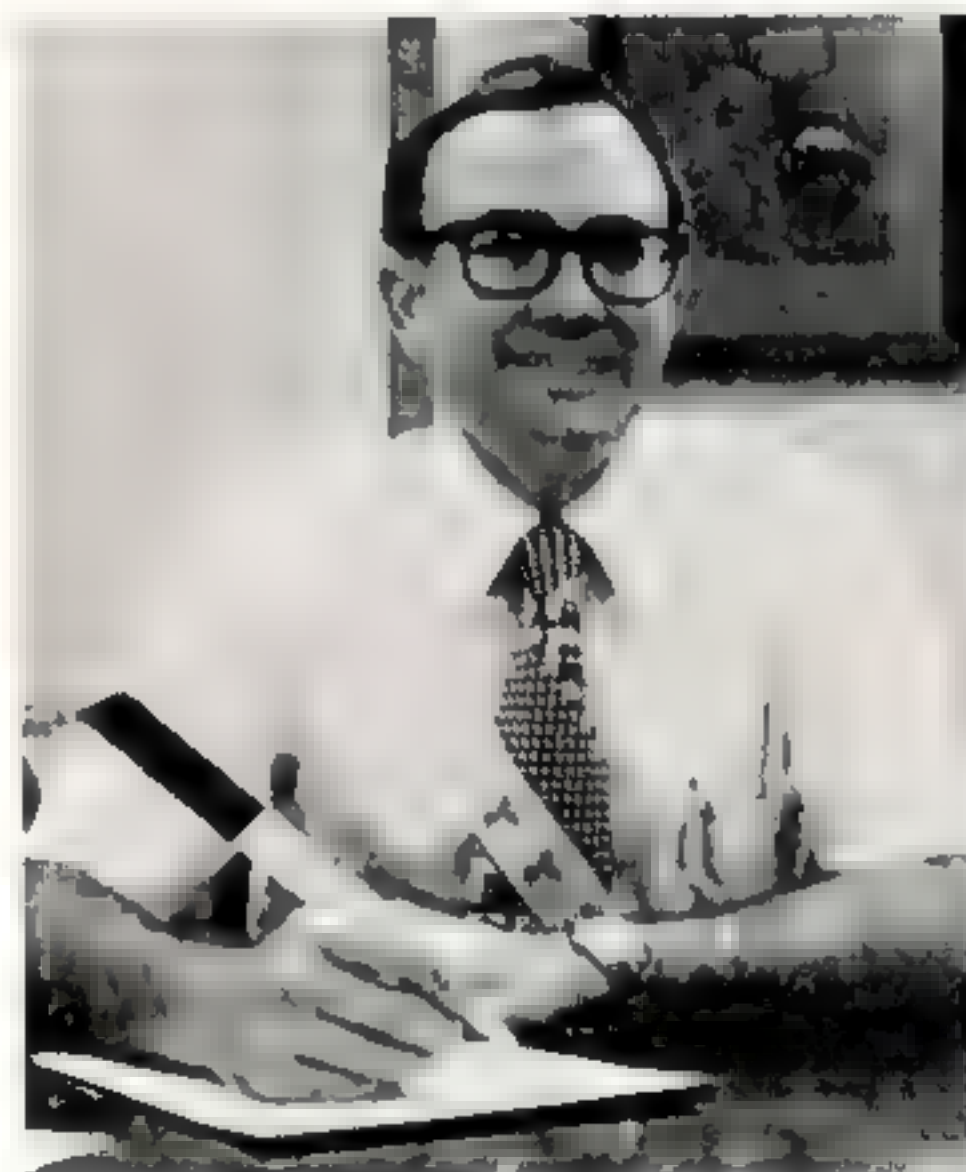
Cropper is married to the former Genon Gay Oliver of Corpus Christi, Tx., and the couple has two children, Will and Jenna.

Cropper is a member of the Beaumont Texas A&M Club, and the St. Anne's Association of Men.

HORELICA



REISER



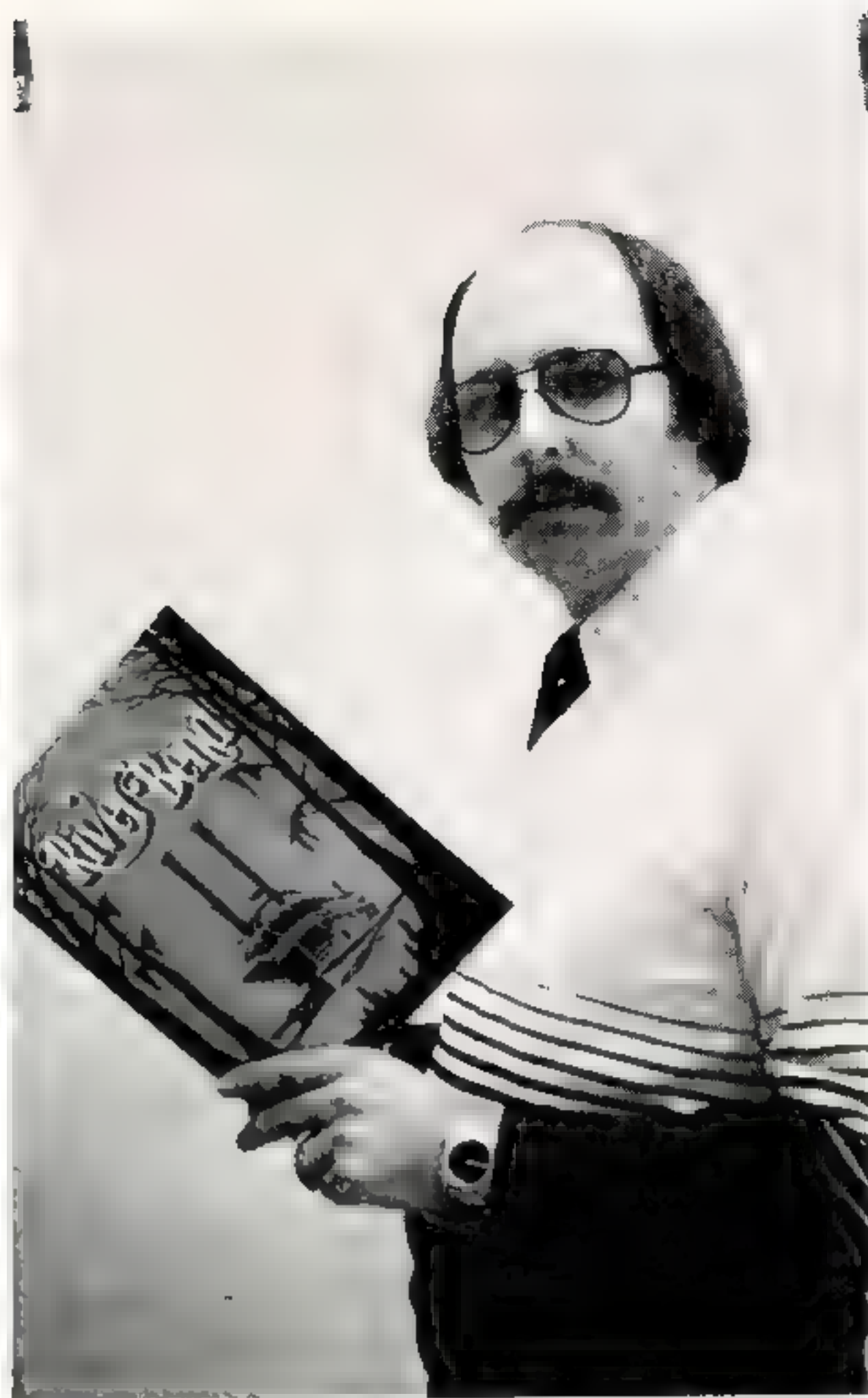
HEBERT



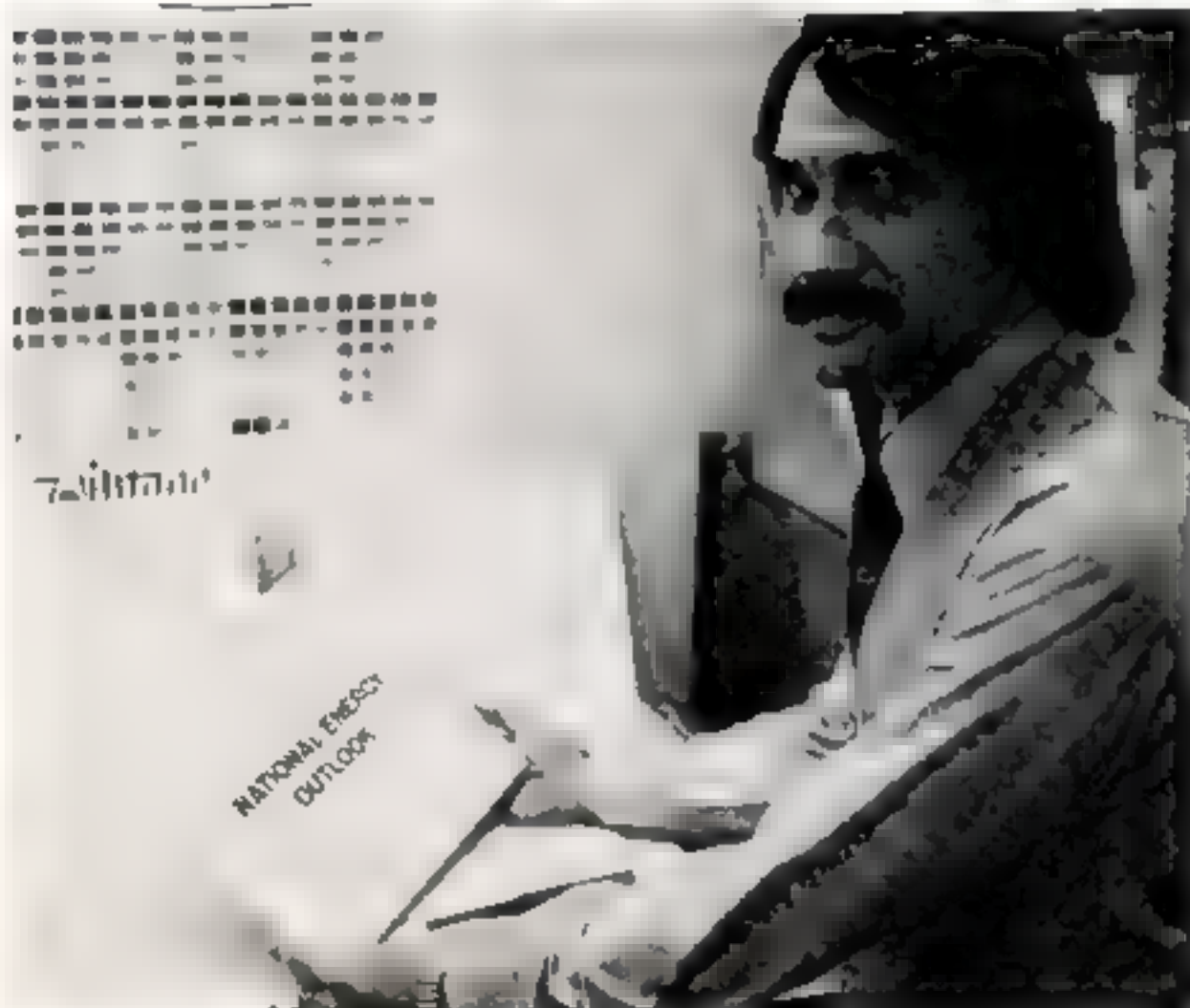
WISE



GROVES



HUDSON



EVELAND



CROPPER



WILSON



FOLLMER

DOBBS



QUIZ:ELECTRICITY...

AND OUR ENERGY FUTURE

1. *To maintain our present standard of living, by 1985 electricity production must be increased by*
(a) 100% (b) 20% (c) 80% (d) 50%
2. *One of the main reasons for increased demand of electricity is*
(a) more electrical equipment available (b) its convenience (c) its efficiency (d) all of the above
3. *The 1973 Oil Embargo resulted in*
(a) reduced oil prices (b) the loss of jobs (c) an increase in consumption of electricity (d) a reduction in electricity costs
4. *The person who designed and built the first electric distribution system was*
(a) Edison (b) Faraday (c) Franklin (d) Gilbert
5. *Rotating magnets within a coil of wire is the general principle behind the*
(a) turbine (b) furnace (c) boiler (d) generator
6. *The fuel that is very often used when there is a great demand for electricity because it produces power fast is*
(a) uranium (b) coal (c) oil (d) gas
7. *The number of nuclear plants now producing 9% of the nation's energy is*
(a) 10 (b) 56 (c) 32 (d) 17
8. *Nuclear fission occurs when*
(a) a neutron splits the nucleus of a uranium atom (b) two atoms combine (c) an atom emits light (d) two neutrons collide
9. *The final material used to drive the turbine-generator in an atomic power plant is*
(a) uranium (b) radium (c) steam (d) sodium
10. *Voltage coming into your home is 120/240 volts by the use of*
(a) a step-up transformer (b) a step-down transformer (c) a generator station (d) individual appliances
11. *Electricity costs more today because*
(a) construction and financing costs are going up (b) of more government environmental and safety regulations (c) inflation (d) all of the above
12. *Because of its geographic location, Gulf States Utilities Company expects the number of its customers to grow*
(a) at a rate below the national average (b) about the same as the national average (c) at a rate above the national average (d) at a rate that is unpredictable
13. *Most of the money to finance the annual cost of Gulf States Utilities Company's annual construction program is raised by*
(a) taxes (b) selling stocks and bonds (c) increased rates (d) borrowing from commercial banks
14. *The fuel that is most used to generate electricity is*
(a) hydro (b) coal (c) oil (d) nuclear
15. *When the same product continues to increase in cost year after year this can be considered in economics as*
(a) inflation (b) deflation (c) cost control (d) devaluation
16. *The average cost of fossil fuels between 1970 and 1975*
(a) almost doubled (b) rose slightly (c) more than doubled (d) decreased slightly
17. *About what % of their total income does an average family spend on electricity?*
(a) 10% (b) 21% (c) 50% (d) 2%
18. *Who decides how much the electric companies charge customers*
(a) The Governor (b) President of electric company (c) Board of Directors (d) State Regulatory Commission
19. *One of the energy resources in the U.S. still plentiful is*
(a) coal (b) oil (c) natural gas (d) uranium
20. *One substance that should be removed from coal to make it more desirable for burning is*
(a) water (b) carbon (c) lead oxide (d) sulfur
21. *A method for storing power for high demand hours is known as*
(a) geothermal (b) pumped storage (c) tidal (d) fast breeder
22. *The most important potential energy source for solving our immediate power problem is*
(a) solar (b) wind (c) geothermal (d) nuclear
23. *In order to develop new energy sources electric companies will have to*
(a) make large investments in research (b) wait for scientists to make breakthroughs (c) explore for more oil (d) depend on others to do more research
24. *In order to give us time to develop new and better energy resources for electricity, the public should*
(a) use up more electricity (b) buy more electrical appliances (c) conserve the use of energy (d) demand lower prices for electricity
25. *Gulf States Utilities Company serves electricity to customers in*
(a) Louisiana (b) Texas (c) south central Louisiana and southeast Texas (d) Louisiana, Mississippi and Texas

Answers:

1. (c); 2. (d); 3. (b); 4. (a); 5. (d); 6. (d); 7. (b); 8. (a); 9. (c); 10. (b); 11. (d); 12. (c); 13. (b); 14. (b); 15. (a); 16. (d); 17. (c); 18. (d); 19. (a); 20. (d); 21. (b); 22. (d); 23. (a); 24. (c); 25. (c)

SPECIAL

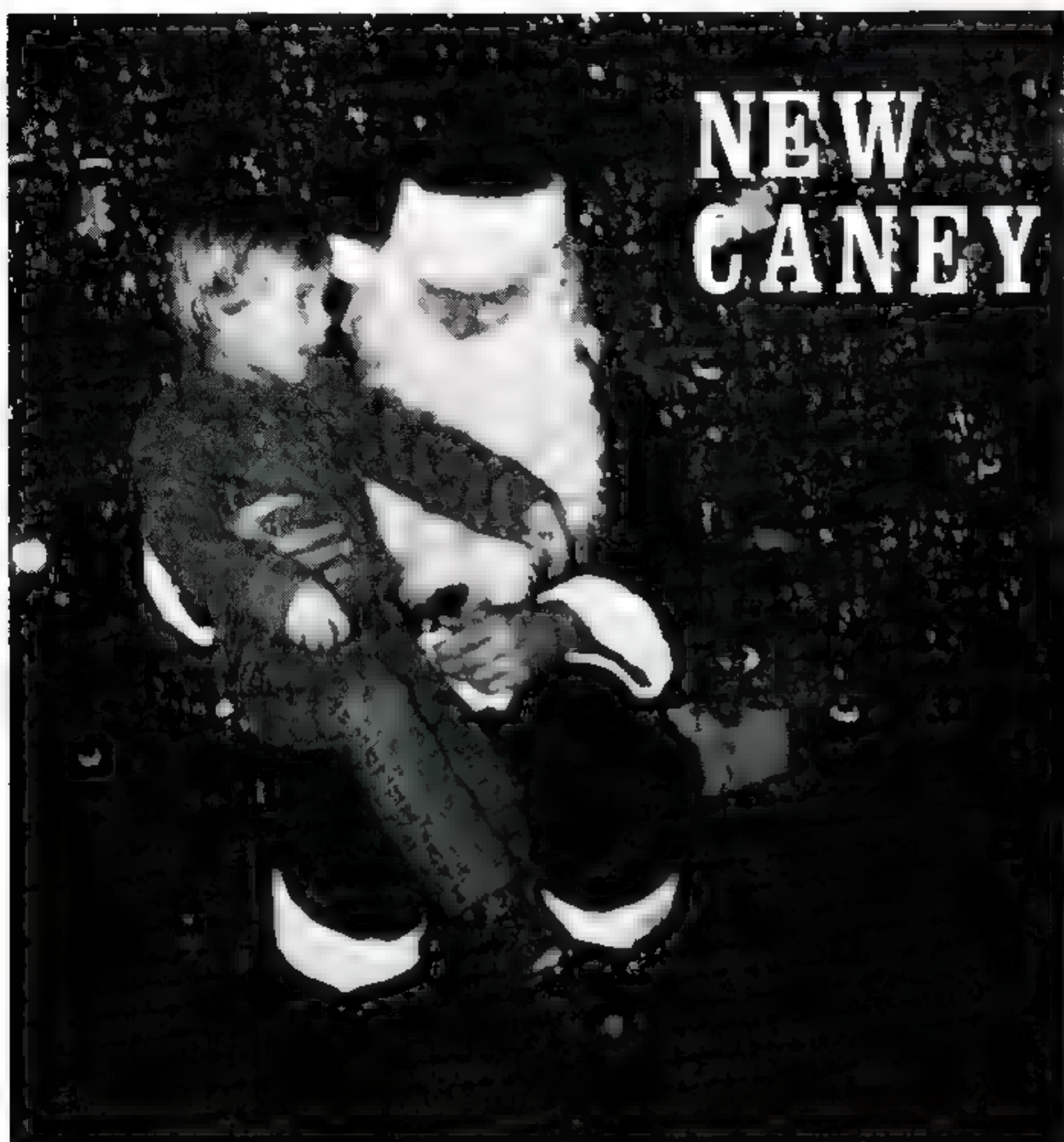
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CLEVELAND



LAKE CHARLES T&D



HUNTSVILLE



SABINE STATION

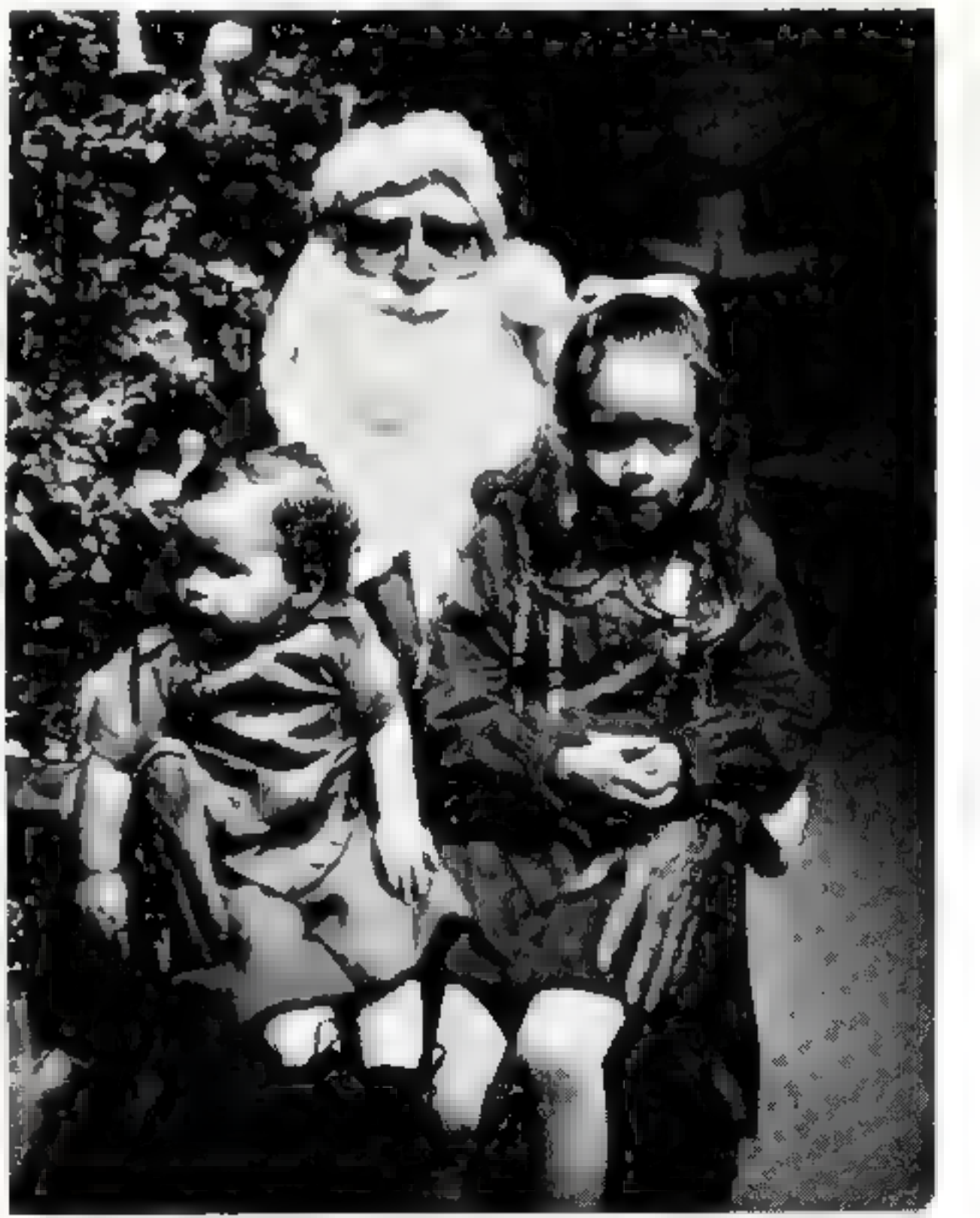


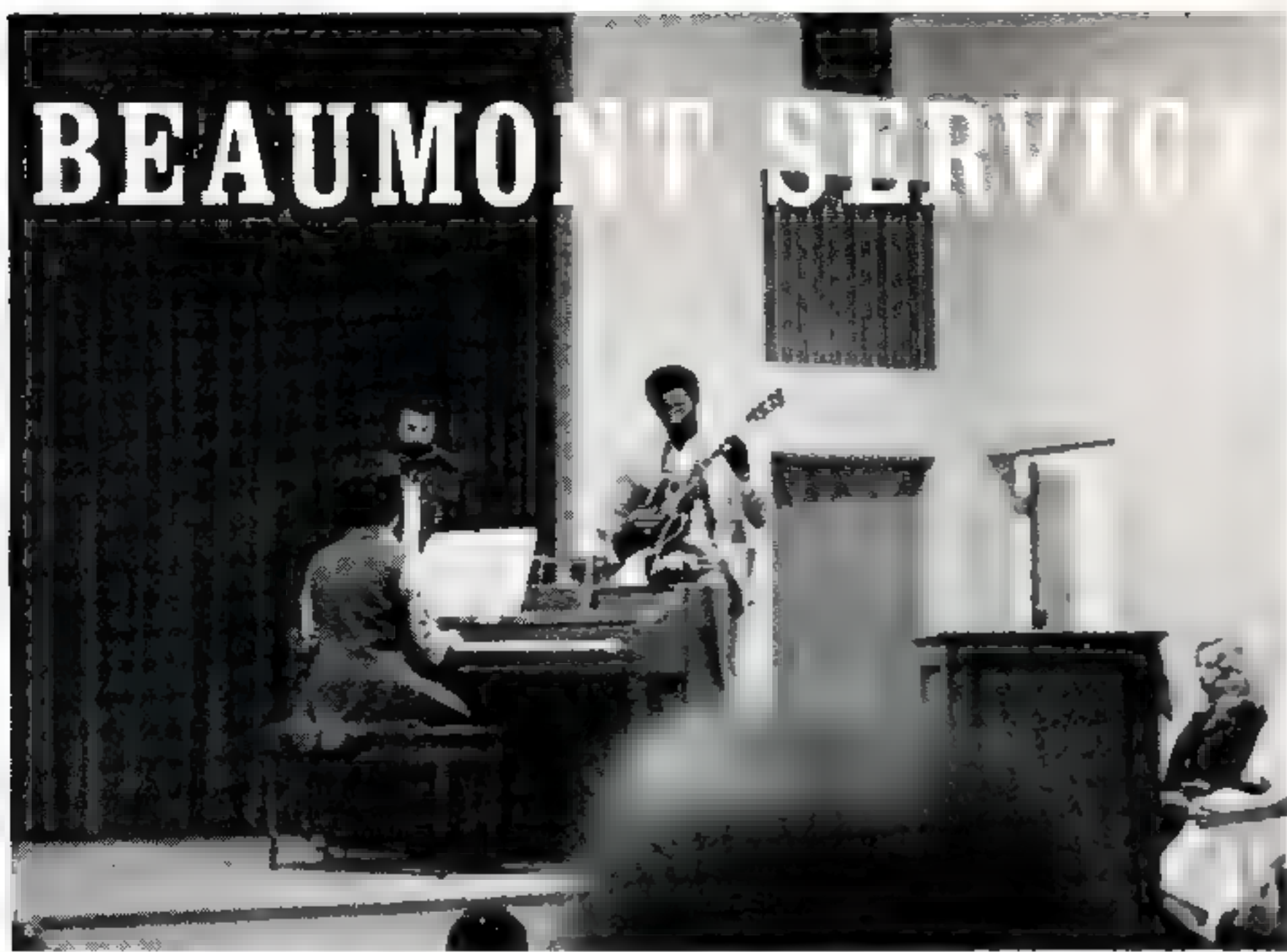
NAVASOTA - SOMMERVILLE - CALVERT





PORT ARTHUR







WOODVILLE





YOUR BEST SHOT

Almost everyone at one time or another has taken what he considers to be his "best shot."

If you have a best shot you would like to see reproduced here, send it, with the negative if possible, to the PLAIN TALKS office in Beaumont. Your picture can be of any subject, taken with any camera. If selected for use it will automatically be in the running for "Best Shot of the Year," with the winner receiving a nice plaque. Okay . . . take your best shot.

E. L. ROBINSON, retired vice president and general sales manager of the Company, captured this beautiful sunrise over the intake canal at Sabine Station. He used an Instamatic 700 camera set at 250 (shutter speed) and infinity. "I just pointed and fired away." It's the same camera that was given to him at his retirement in May of 1964. This picture now qualifies for Best Shot of the Year.



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